

Fig. 1

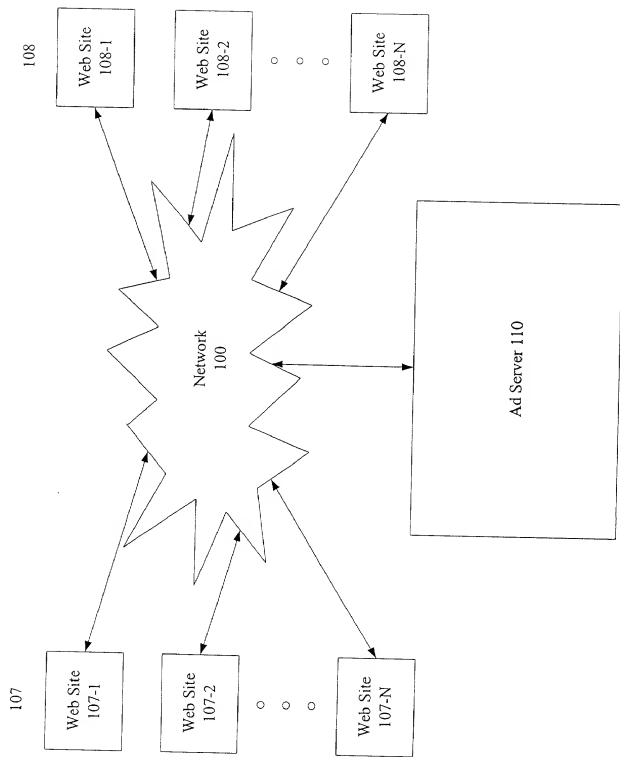


Fig. 1a

AD DATABASE 200

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Ad 210	Ad ID 211	Product Category 212	Company ID 213	Company 214	Methods 215	Entrant Count 216	Entrant Limit 217	Run Count 218	Viewer 219	Entrant 220	Request 221	Prize 222
Barbie	1243	11	Mattel	90000	Quicktime	14	100	23900	S1654, T7634, R7890, T5423, N8927, E7138	S1654, E7138	Malibu Barbie	
Yahoo Travel	5893	10	Yahoo	90001	ActiveX	500	500	113990	W6923, Y3654, L4324, S1562, H6000, N1982	Y3654, N1982	\$50 Certificate	
Mutual Funds	2039	3	Fidelity	90003		3568	5000	939923	F1283, N1982, E7325, L9318, W1673	F1283, L9318, W1673	\$100 Award	
Barbaque	4325	20	Brookstone	90010	Shockwave, Quicktime	103	4000	34563	S7126, C9128, B1298, W1673, N8927	B1298, W1673	Barbaque Tools	
Tax Advantage	2341	3	Etrade	96500		8990	10000	19000	D1627, B7893, G1298, G2903, H9102	D1627, B7893, G2903	\$500 Award	
Palm X	3774	4	Palm	99870	Shockwave	7893	10000	876543	E8913, W0192, O0822, V2309, U1203	E8913, W0192, O0822, V2309, U1203	Palm X	

Fig.2

REGISTERED VIEWER DATABASE 300

Viewer ID 310	Name 311	Street Address 312	State 313	City 314	Zip Code 315	Phone 316	Link Log 317
T5423	Trenert, Tom C.	110 Lasalle Street	TX	Houston	21902	832-654-7865	www.yahoo.com, www.watches.com
N1982	Needham, Bob	23 Smith Street, Apt 78	AL	Mobile	47302	334-876-8923	
G1298	Garcia, Mary J.	4 Cardinal Court	HI	Honolulu	87368	808-736-3798	www.mattel.com
U1203	Ulla, Harry P.	78 Bloomfield Way	MA	Waltham	12093	781-983-3891	
B1298	Black, Sue A.	12 Swan Pond Road	CA	Fremont	18739	415-234-8732	www.go.com; www.fidelity.com
S1562	Smith, John H.	10-324 8th Avenue	NY	Greenport	11897	631-435-9213	www.litng.com

Fig. 3

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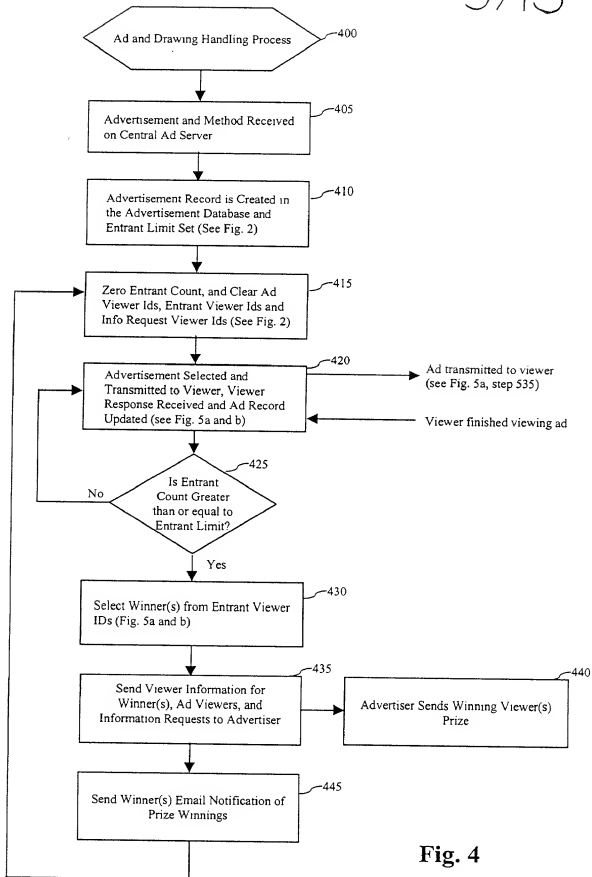


Fig. 4

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FIG. 5a

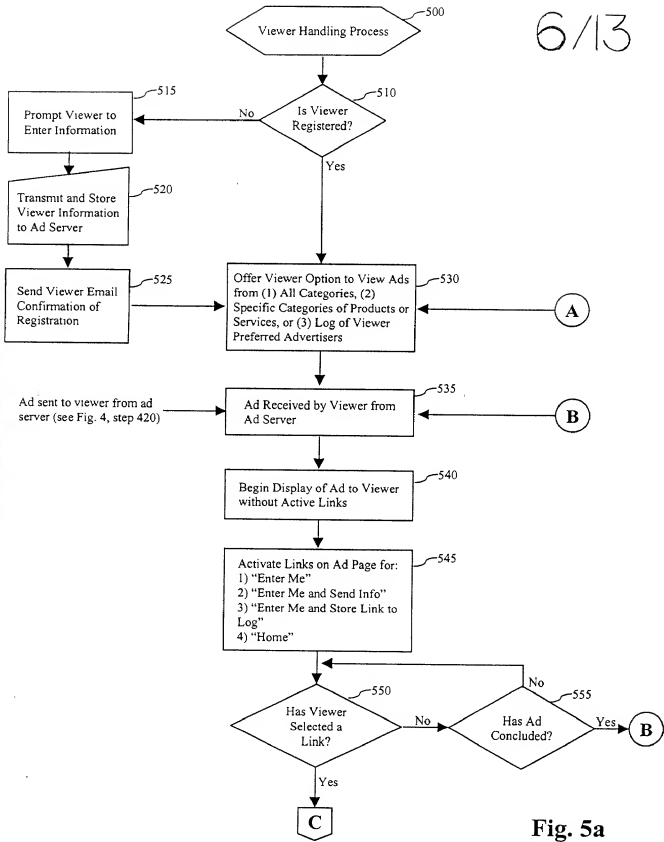


Fig. 5a

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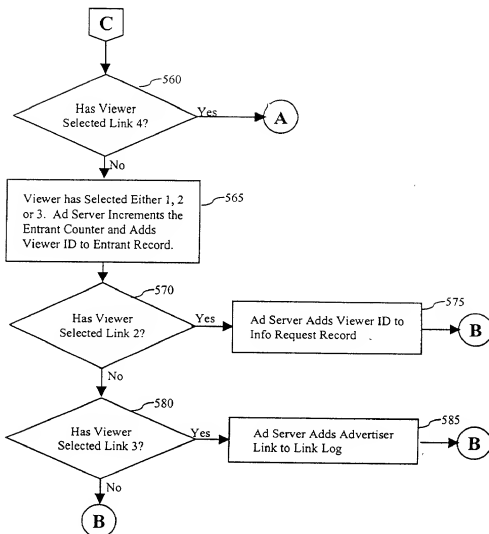


Fig. 5b

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09852497 051001

You can enter to win a new mountain bike from  
Go Fast Bikes  
by viewing the following presentation about our new  
Y bike



GO!

Click the photo or GO! to start the presentation

Fig. 6a



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09852497 001001

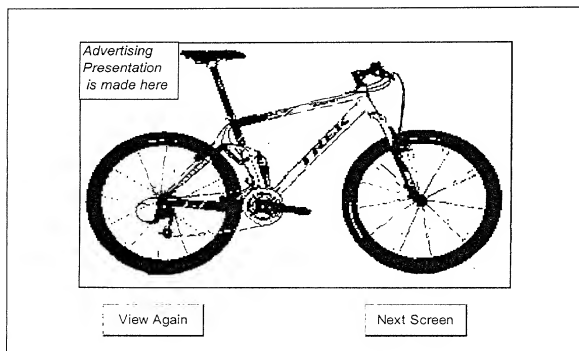


Fig. 6b

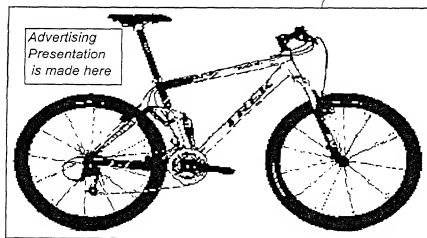
Thank you for view the presentation about our  
exciting new Y bike.

To be entered to win one of these new bikes select one of the options below.

- ☐ Enter me
- ☐ Enter me and send information
- ☐ Enter me and go to Go Fast Bikes
- ☒ Enter me, send information & go to Go Fast Bikes

Fig. 6c

You can enter to win a new mountain bike from  
Go Fast Bikes  
by viewing the following presentation about our new  
Y bike



GO!

Click the photo or GO! to start the presentation

Thank you for view the presentation about our  
exciting new Y bike.

Select one of the options below.

- ☐ Enter me
- ☐ Enter me and send information
- ☐ Enter me and go to Go Fast Bikes
- ☒ Enter me, send information & go to Go Fast Bikes

Fig. 6d

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**Advertisement Set Up**

Advertiser Id

Advertisement ID

**PAGE DISPLAY CONTROL**

	Own Page	With Ad
Offer Display	<input type="radio"/>	<input type="radio"/>
Entry Display	<input type="radio"/>	<input type="radio"/>

**OFFER CONTROL**

Offer Text

You can enter to win a new mountain bike from Go Fast Bikes after viewing the following presentation about our new Y bike.

Fig. 7

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**Button Control Set Up**Advertisement ID 

Button Availability	Display	Do Not Display
1	<input type="radio"/>	<input type="radio"/>
2	<input type="radio"/>	<input type="radio"/>
3	<input type="radio"/>	<input type="radio"/>
4	<input type="radio"/>	<input type="radio"/>

Button Display Text

1	<input type="text" value="Enter me"/>
2	<input type="text" value="Enter me and send information"/>
3	<input type="text" value="Enter me and go to Go Fast Bikes site"/>
4	<input type="text" value="Enter me, send info &amp; go to Go Fast Bikes site"/>

Button

Activation Message 

Enable Buttons:

With Ad ☐

After Ad Start

Seconds

At End of Ad ☐

Time Available After Enabled

Seconds

Fig. 7a